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SEP 24 1985

IRWIN I. KIMMELMAN  
ATTORNEY GENERAL OF NEW JERSEY

By: Maxine H. Neuhauser  
Deputy Attorney General  
Division of Law, Room 316  
1100 Raymond Boulevard  
Newark, New Jersey 07102  
Tel. No. (201) 648-4742

STATE OF NEW JERSEY  
DEPARTMENT OF LAW & PUBLIC SAFETY  
DIVISION OF CONSUMER AFFAIRS

IN THE MATTER OF THE SUSPENSION	)	Administrative Action
OR REVOCATION OF THE LICENSE OF	)	
EDWIN H. SILVERMAN, D.V.M.	)	CONSENT ORDER
TO PRACTICE VETERINARY MEDICINE	)	
IN THE STATE OF NEW JERSEY	)	

This matter was opened to the State Board of Veterinary Medical Examiners upon the filing of an Administrative Complaint by the Attorney General alleging that Respondent, Edwin H. Silverman, D.V.M., engaged in conduct which constituted the use or employment of dishonesty, deception, misrepresentation, false promise and/or false pretense within the meaning of N.J.S.A. 45:1-21(b) and professional misconduct within the meaning of N.J.S.A. 45:1-21(e) in that he permitted and condoned the advertising of himself as "Staff Veterinarian" by Animal Kingdom, a pet store, when in fact he did not act as a staff veterinarian in that the only veterinary services he provided at Animal Kingdom, with rare exception, were brief inspections of puppies prior to sale performed during bi-monthly visits to the store.

In order to resolve the matter and for good cause shown,  
IT IS ON THIS 18 DAY OF Sept, 1985,  
ORDERED AND AGREED that:

1. Respondent is hereby reprimanded.

2. Respondent shall cease and desist from advertising or permitting himself to be advertised as staff veterinarian for a pet store when his services are limited to the inspection for fitness of puppies prior to sale.

3. Respondent shall pay a civil penalty of \$1,500 and \$195.75 in costs to the State Board of Veterinary Medical Examiners. The payment of costs and \$650 of the civil penalty shall be made within 15 days of the entry of this Order. The remaining \$850 of the civil penalty shall be paid within 75 days of the entry of this Order.

*David Eisenberg DVM*

David Eisenberg, D.V.M.  
President  
State Board of Veterinary Medical  
Examiners

Consented as to form and  
entry:

*Edwin H. Silverman D.V.M.*

Edwin H. Silverman, D.V.M.  
Respondent

*Anne M. Zaun*

Anne M. Zaun, Esq.  
Attorney for Respondent